



## CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to:

**Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450**

on 3-24-2004

Sami O. Malas  
Sami O. Malas

**RECEIVED**

**MAR 31 2004**

**Technology Center 2600**

In re application of: Rodriguez, et al.

Group No.: 2611

Serial Number: 10/073,842

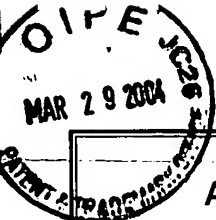
Examiner: Bui, Kieu Oanh T.

Filing Date: Feb. 11, 2002

Title: **Management of Television Advertising**

Attached are the following documents for filing with the USPTO:

Postcard  
Amendment Transmittal Form  
Response to Final Office Action



AF/2700

## AMENDMENT TRANSMITTAL LETTER (LARGE)

Docket No.

Applicant(s): Arturo A. Rodriguez, et al.

A-7496 (191920-1240)

Serial No.  
10/073,842Filing Date  
02/11/2002Examiner  
Bui, Kieu Oanh T.Confirmation No.  
6628Group Art Unit  
2611

Invention: Management of Television Advertising

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P.O. Box 1450  
Alexandria VA 22313-1450

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Technology Center 2600

Transmitted herewith is Response to Final Office Action in the above-identified application.

The fee has been calculated and is transmitted as shown below

## CLAIMS AS AMENDED

	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	26 -	78 =	0	X \$18.00	\$0.00
INDEP. CLAIMS	4 -	10 =	0	X \$86.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>				\$290.00	\$0.00
EXTENSION FEE	1 <sup>ST</sup> MONTH <input type="checkbox"/> 110.00	2 <sup>ND</sup> MONTH <input type="checkbox"/> 420.00	3 <sup>RD</sup> MONTH <input type="checkbox"/> 950.00	4 <sup>TH</sup> MONTH <input type="checkbox"/> 1,480.00	\$0.00
Other Fees:					\$0.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$0.00

- ☒ No additional fee is required.
- ☐ Please charge Deposit Account No. \_\_\_\_\_ in the amount of \_\_\_\_\_
- ☐ A check in the amount of \_\_\_\_\_ to cover the filing fee is enclosed. A duplicate copy of this page is enclosed.
- ☐ A Credit Card Payment Form PTO-2038 is attached in the amount of \$ \_\_\_\_\_
- ☒ The Director is hereby authorized to charge any deficiencies of the above fees or credit any overpayment to Deposit Account No. 20-0778.

Sami O. Malas

Sami O. Malas, Reg. No. 44,893

3-24-2004

Date



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#8  
Agmt B  
Beindat (A/E)  
4-2-04  
NDH

In Re Application of:

**Rodriguez et al.**

Serial No.: 10/073,842

Filed: 02/11/2002

For: **Management of Television Advertising**

Confirmation No.: 6628

Group Art Unit: 2611

Examiner: **Bui, Kieu Oanh T**

Docket No. A-7496 (191920-1240)

**RESPONSE TO FINAL OFFICE ACTION**

Mail Stop: AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

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MAR 31 2004

Technology Center 2600

Sir:

The outstanding Final Office Action mailed December 24, 2003 has been carefully considered. Reconsideration and allowance of the application and presently pending claims are respectfully requested in view of this Response.

**AUTHORIZATION TO DEBIT ACCOUNT**

It is believed that no extensions of time or fees for net addition of claims are required, beyond those which may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to deposit account no. 20-0778.